A6275-1

I/R Code 47.40

December 1988

SUPPLEMENT TO MONTHLY SURVEY OF LIFE INSURANCE SALES IN THE UNITED STATES

Ordinary Sales Revised Through December 1988

Large-case Corporate-owned Life Insurance (excluded from the survey)

	Annualized premium (000)		Face amount (000)		Number of policies	
	1987	1988	1987	1988	1987	1988
First quarter	$ 49,000	$ 23,872	$ 903,933	$ 230,559	1,057	2,826
Second quarter	5,682	44,799	44,544	180,498	160	2,448
Third quarter	105,524	170,820	1,227,441	1,283,650	10,552	21,782
Fourth quarter	14,535	8,978	208,720	92,797	6,710	4,556
Year Total	$174,741	$248,469	$2,384,638	$1,787,504	18,479	31,612

Total Single Premium (10% included below)

(000)

	1987	1988	Ratio 88/87
January	$ 580,495	$ 325,055	56%
February	609,714	334,949	55
March	653,997	361,680	55
April	640,851	314,680	49
May	572,478	289,847	51
June	591,906	325,966	55
July	536,373	287,027	54
August	531,961	271,034	51
September	495,587	208,835	42
October	483,023	169,265	35
November	401,794	152,031	38
December	490,457	189,801	39
Year Total	$6,588,636	$3,230,170	49%

126 Companies (excluding large-case corporate-owned life insurance)

	Annualized premium (000)			Face amount (000)			Number of policies		
	1987	1988	Ratio 88/87	1987	1988	Ratio 88/87	1987	1988	Ratio 88/87
January	$ 448,692	$ 395,535	88%	$ 40,841,668	$ 38,005,059	93%	624,574	572,857	92%
February	474,597	469,689	99	44,706,989	46,642,772	104	735,954	744,520	101
March	535,204	544,348	102	51,420,185	54,316,499	106	835,588	872,633	104
April	540,620	514,710	95	52,126,915	50,633,880	97	813,846	768,132	94
May	505,691	510,055	101	49,447,928	50,722,839	103	756,113	758,734	100
June	541,340	526,597	97	53,130,971	51,909,271	98	820,634	786,969	96
July	514,596	470,851	91	50,762,410	45,985,354	91	754,246	680,938	90
August	490,769	508,226	104	47,617,164	50,650,834	106	731,069	746,593	102
September	503,129	492,502	98	49,314,243	49,211,697	100	776,064	732,144	94
October	545,178	479,709	88	53,407,678	49,953,055	94	812,619	742,979	91
November	512,657	495,605	97	50,309,915	50,890,672	101	776,365	755,731	97
December	696,108	689,901	99	63,748,215	63,676,107	100	884,787	832,898	94
Year Total	$6,308,581	$6,097,728	97%	$606,834,281	$602,598,039	99%	9,321,859	8,995,128	96%

115 Ordinary Companies and Departments

	Annualized premium (000)			Face amount (000)			Number of policies		
	1987	1988	Ratio 88/87	1987	1988	Ratio 88/87	1987	1988	Ratio 88/87
January	$ 412,965	$ 361,517	88%	$ 38,382,355	$ 35,834,719	93%	450,003	403,398	90%
February	433,383	425,581	98	41,858,988	43,817,799	105	530,392	527,496	99
March	485,171	492,655	102	47,907,960	50,915,399	106	590,235	622,244	105
April	493,662	470,400	95	48,834,871	47,691,742	98	587,327	555,471	95
May	460,183	464,489	101	46,296,852	47,697,621	103	537,437	539,532	100
June	491,849	479,119	97	49,737,306	48,719,146	98	579,955	563,159	97
July	473,752	431,017	91	47,894,794	43,300,298	90	554,571	492,679	89
August	448,334	465,152	104	44,684,449	47,700,737	107	519,462	541,459	104
September	456,749	449,661	98	46,043,779	46,259,420	100	549,711	534,204	97
October	501,070	436,015	87	50,228,987	46,920,664	93	598,705	537,025	90
November	470,481	452,582	96	47,384,935	47,944,721	101	566,479	548,653	97
December	650,199	645,220	99	60,621,218	60,790,248	100	655,565	627,105	96
Year Total	$5,777,798	$5,573,408	96%	$ 569,876,494	$567,592,514	100%	6,719,842	6,492,425	97%

19 Home Service Companies and Departments

	Annualized premium (000)			Face amount (000)			Number of policies		
	1987	1988	Ratio 88/87	1987	1988	Ratio 88/87	1987	1988	Ratio 88/87
January	$ 35,727	$ 34,018	95%	$ 2,459,313	$ 2,170,340	88%	174,571	169,459	97%
February	41,214	44,108	107	2,848,001	2,824,973	99	205,562	217,024	106
March	50,033	51,693	103	3,512,225	3,401,100	97	245,353	250,389	102
April	46,958	44,310	94	3,292,044	2,942,138	89	226,519	212,661	94
May	45,508	45,566	100	3,151,076	3,025,218	96	218,676	219,202	100
June	49,491	47,478	96	3,393,665	3,190,125	94	240,679	223,810	93
July	40,844	39,834	98	2,867,616	2,685,056	94	199,675	188,259	94
August	42,435	43,074	102	2,932,715	2,950,097	101	211,607	205,134	97
September	46,380	42,841	92	3,270,464	2,952,277	90	226,353	197,940	87
October	44,108	43,694	99	3,178,691	3,032,391	95	213,914	205,954	96
November	42,176	43,023	102	2,924,980	2,945,951	101	209,886	207,078	99
December	45,909	44,681	97	3,126,997	2,885,859	92	229,222	205,793	90
Year Total	$ 530,783	$ 524,320	99%	$ 36,957,787	$ 35,005,525	95%	2,602,017	2,502,703	96%

Group Sales Revised Through December 1988

	Annualized premium (000) 40 Companies			Face amount (000) 49 Companies		
	1987	1988	Ratio 88/87	1987	1988	Ratio 88/87
January	$ 40,602	$ 52,512	129%	$ 15,585,119	$ 18,880,332	121%
February	40,774	36,791	90	13,576,376	12,528,081	92
March	58,370	64,673	111	18,067,147	17,880,984	99
April	36,509	35,609	98	20,462,510	12,627,709	62
May	38,492	43,208	112	15,415,062	18,551,975	120
June	55,943	54,942	98	21,386,583	14,598,965	68
July	49,789	45,014	90	20,988,518	20,402,389	97
August	53,331	41,828	78	19,763,959	15,863,520	80
September	41,671	72,510	174	18,876,605	28,243,578	150
October	49,837	33,123	66	14,358,456	13,217,757	92
November	25,342	40,424	160	12,868,162	16,959,679	132
December	108,956	157,451	145	39,678,841	49,835,258	126
Year Total	$ 599,616	$ 678,085	113%	$231,027,338	$239,590,227	104%

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Profit from our research.